## WisDOT Research Coordination Section

Wisconsin Department of Transportation 4802 Sheboygan Ave., Rm. 451 Madison, WI 53707-7965 www.dot.state.wi.us/dtid/research Nina McLawhorn, Research Administrator Ann Pahnke, Program Analyst Linda Keegan, Program Analyst Pat Casey, Communications Consultant

## **Implementation of Research Results**

Project Title: Transportation Investment, Economic Development	Project ID: 0092-45-97 05/16/02 Today's								
and Land Use Goals in Wisconsin	Date:								
Technical Oversight Committee (WHRP or COR): COR	TOC Chair and Phone number: Roger Nacker,								
	Wisconsin Economic Development Institute								
Project Start Date: 01/01/98	Approved Contract Amount: \$180,000								
Project End Date: 05/16/02	Final Project Expenditures:								
Reference Final Report Draft Dated: May 2002									
Principal Investigator: Dennis Leong	Phone: 608-266-9910								
Organization: WisDOT, DTIM, Bureau of Planning, Economic									
Development Section	E-Mail: dennis.leong@dot.state.wi.us								

Technical Oversight Con	imittee Recommendations								
1. Check one of the two choices below:									
XX Yes. We recommend changes to current practice based of	on some or all of the results of this report. The research was								
sound, and the report's conclusions appear to offer an a									
$\square$ No. We do not recommend changes to current practice at th	is time. This approach does not appear fruitful OR future study								
is needed OR our objectives have changed, etc.	**								
2. If implementation is not recommended, we suggest the follow	ing actions instead:								
3. If implementation is recommended, we suggest the following	specific changes to current practice, detailed on the attached								
work plan and timeline (check applicable items):	<u></u>								
(									
☐ Standard Specifications									
☐ Quality Management Program (QMP) Specifications									
☐ Facilities Development Manual (FDM)									
☐ Highway Maintenance Manual									
X□ Training, outreach									
☐ Other (describe):									
d'other (describe).									
4. Approval of this implementation plan by the Technical	Signature: Roger Nacker								
Oversight Committee (chair on behalf of entire committee):	bighature. Roger Nacker								
Oversight committee (chair on behalf of entire committee).	Date: 05/16/02								
5. Approval of this implementation plan by the Council on	Signature(s):								
Research (for COR approved projects):	Signature(s).								
Research (for COR approved projects).	Date								
6. Referral for development of detailed work plan and	☐ WisDOT/Industry Technical Committee on:								
timeline to (check one):	wisDO1/mdustry Technical Committee on:								
timeline to (theth one).	Other WisDOT policy body:								
	d Other Wisdor policy body.								
7. Approval of work plan and timeline by the WisDOT	Signature(s): Ken Leonard								
Bureau Director(s) responsible for the policies described in	Signature(s). Ken Leonard								
item #3 above:	Date 05/16/02								
8. Acceptance by a project manager of the responsibility for	Signature: Dennis Leong								
completing these implementation efforts according to the	Dignature. Dennis Leong								
attached work plan and timeline:	Date: 05/16/02								
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## Implementation Work Plan 1. Project Title: Transportation Investment, Economic Development and Land Use Goals in Wisconsin 2. Prepared by: Dennis Leong, Liat Lichtman

1. Scope and objectives of implementation, including specific changes to WisDOT procedures.

In cooperation and coordination with the Districts efforts to consider land use and economic development goals into investment strategies and decisions, the Economic Development section will provide the transportation planners with the following:

- 1. Copies of the study to serve as an overview of the land use planning and economic development activities identified in each of the transportation districts.
- 2. Electronic maps created from Arcview files to enable district transportation planners use these files for purposes of planning and project development.
- 3. Individual county interviews conducted by the research team with local planners and economic development professionals that they identified as important transportation, land use and economic development issues.
- 4. Local planning maps, regional planning document and other economic and land use studies collected in the course of the research that may be of benefit for periodic review and analysis (available upon request of the district planners)

The outreach effort of the Economic Development Section is to review the findings and materials collected in the study and its applicability to their planning efforts. As appropriate, the section will advise and provide assistance in evaluating the economic impact of proposed transportation projects. This may include providing economic data and/or economic impact analysis for district planning and project development.

- 2. Estimated cost (if any) to implement. NONE (Travel cost could be incurred if face-to-face meetings with District staff is deemed to be the more appropriate method to communicate with transportation planners.)
- 4. Expected benefits and how they will be measured (dollar savings, time savings, other).

Transportation efficiencies and productivity savings could be realized for Wisconsin industries. Based on national studies, it is estimated that strategic transportation investments that benefited businesses could account for 17-24 cents of productivity savings for every one dollar of transportation spending. If businesses can saving on transportation cost due to a transportation improvement, these cost can be factored into improving more productivity of the plant resulting in hiring more employees and sell more products for the business.

5. Possible pitfalls and how they will be avoided.

Comprehensive planning efforts by local communities are subject to change and it may be difficult to capture the changes during the process of developing transportation projects.

Implementation Timeline (Gantt Chart)												
Tasks/Person Responsible												

Distribute copies to report to Districts	June 2002						
Send electric files of Arcview maps to Districts	June 2002						
Distribute copies of county profiles to Districts	June 2002						
Discuss with Districts report findings, information collected in study and possible ways to the Economic Development Section can assist them in their planning efforts.	June- July						
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